

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2018/2019

BKC2044 – KNOWLEDGE COMMERCE

(All sections / Groups)

22 OCTOBER 2018

9.00 a.m – 11.00 a.m

(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 3 pages with 5 Questions only.
2. Attempt **ALL** questions. The distribution of marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

QUESTION 1

Tacit knowledge underpins many of the generic value factors. Human add value through filtering, interpretation and determining how to use knowledge in a given context. However, tacit knowledge is often difficult to express. But some of it can be codified into explicit knowledge. Elaborate **TEN (10)** ways to add value to knowledge.

(Total: 20 marks)

QUESTION 2**Open Source-the advantage of collective knowledge**

The Open Source software movement actively harnesses the knowledge of software users. Users are encouraged to develop and improve software whose source code is freely available on the Internet. Many people may contribute to the development of a single product, such as the Linux operating system. This cooperative effort results in faster bug fixes and more reliable software for the community at large. Many of the Internet's essential building blocks, such as DNS (domain name service) and the Apache Web Server, were developed through the Open Source approach.

To gain the knowledge advantage, an organisation must systematically gather and manage the knowledge that flows over the Internet to and from its customers, suppliers and other partners.

Website: <http://www.opensource.org>

Based on the scenario above state **FOUR (4)** advantages that can be achieved through knowledge business?

(Total: 20 marks)

Continued...

QUESTION 3**Porsche- car maker or knowledge contractor?**

Porsche, renowned for its design expertise, started hiring out engineers in slack times to other car maker. It now also undertakes contract research and development to exploit this talent. At any one time, a third of its 2300 designers and engineers may be doing external contract work. Its non-manufacturing revenues grew 50 per cent in 1998 to \$462 million, some 15 per cent of Porsche's total revenues.

Based on the above scenario explain the role of the most valuable knowledge-intensive services and issues on unique talents?

(Total: 17 marks)

Continued...

QUESTION 4

The 3Cs and 4Ps of marketing have primarily focused on how they alter in an Internet commerce environment. Nowadays companies consider the contribution of knowledge management to marketing. Several companies make use of the Internet and Intranet to enhance knowledge flows and improve overall effectiveness of the marketing activities. Indicate the **SEVEN (7)** types of knowledge involved in a typical marketing cycle with an example for each type.

(Total: 21 marks)

QUESTION 5

Define the characteristics of each knowledge product and service below and provide an example for each characteristic.

- | | |
|---------------------------------------|------------|
| (i) Knowledge product | (12 marks) |
| (ii) People-based knowledge | (8 marks) |
| (iii) Object-based knowledge – online | (2 marks) |

(Total: 22 marks)

End of Paper